Home Appliance NewsLine

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SECOND-BEST MARCH FOR MAJOR HOME APPLIANCES CLOSES FIRST QUARTER

CHICAGO -- The major appliance industry shipped over 4.4 million units in March — the second highest total ever for the month, and over 12.0 million units in the first quarter, reports the Association of Home Appliance Manufacturers (AHAM).

March shipments were down just 1.8 percent from the record March of last year, while comparable first-quarter shipments decreased 4.4 percent.

Although the majority of products failed in the first quarter to surpass their year-ago levels, five of the twelve did. Of these, three deserve special mention.

* Refrigerators (1.6 million units) increased 5.1 percent during the quarter because of record product shipments for the months of March and February.
* Automatic washers (1.6 million units) increased 2.6 percent during the quarter because of record product shipments for the months of March and January.
* Gas ranges (537,600 units) advanced 6.1 percent during the quarter, reflecting strong inroads into the range market by gas cooking appliances.

1990 shipments are following a pattern anticipated by the industry -- a weak first half, which will be followed by increased demand later in the year.

The most recent industry forecast projects an overall shipment decline of 2.7 percent this year to 47.7 million units. Compared to past years, this excellent 1990 shipment will rank among the industry's top five.

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AHAM

TRENDS AND FORECASTS
INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

PRODUCT	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990**	1991**
Cooking - Total	7,456	8,005	7,303	10,051	13,717	15,635	17,518	17,915	16,237	15,651	15,352	15,320
ELECTRIC RANGES - TOTAL	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,202	3,049	3,012	3,163
Free Standing	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,566	2,401	2,365	2,489
Built-In	555	498	417	563	577	574	598	655	635	648	647	675
GAS RANGES - TOTAL	1,539	1,496	1,368	1,573	1,732	1,814	1,940	2,143	2,227	2,167	2,140	2,206
Free-Standing#	1,437	1,401	1,289	1,477	1,626	1,694	1,826	2,022	2,101	2,055	2,028	2,092
Built-In#	102	94	79	96	106	120	114	120	127	112	112	115
MICROWAVE OVEN/RANGES	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,610	10,988	10,598	10,359	10,115
Home Laundry - Total	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,635	10,791	10,825	10,648	10,857
WASHERS - TOTAL	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,998	6,190	6,252	6,161	6,282
Automatic	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,998	6,190	6,252	6,161	6,282
Wringer & Other	124	88	64	69								
DRYERS - TOTAL	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,637	4,601	4,574	4,487	4,575
Electric	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,600	3,554	3,522	3,458	3,514
Gas	682	640	584	672	754	834	936	1,037	1,047	1,052	1,029	1,061
Kitchen Clean Up - Total	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,696	8,383	8,244	8,025	8,366
DISPOSERS	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,438	4,233	4,363	4,236	4,431
DISHWASHERS - TOTAL	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,032	3,907	3,668	3,584	3,729
Built-In	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,763	3,647	3,456	3,379	3,518
Portable	384	291	214	262	246	248	255	269	260	213	205	211
COMPACTORS	235	191	148	157	182	177	194	226	243	213	206	206
Food Preservation - Total	6,875	6,549	5,704	6,818	7,275	7,316	7,733	8,232	8,576	8,317	8,260	8,475
REFRIGERATORS##	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,972	7,227	7,099	7,040	7,226
FREEZERS - TOTAL	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,260	1,349	1,219	1,220	1,249
Chest	963	889	726	702	650	634	661	692	727	677	678	692
Upright	789	717	614	639	631	602	561	567	622	541	542	557
Home Comfort - Total	3,876	4,229	3,201	2,439	3,694	3,610	3,371	4,503	5,310	5,696	5,151	5,268
ROOM AIR CONDITIONERS	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,798	4,637	5,091	4,553	4,668
DEHUMIDIFIERS	673	536	440	437	591	588	555	704	673	605	598	600
All Major Appliances	31,869	31,978	28,051	34,039	41,176	43,611	47,012	49,981	49,297	48,734	47,436	48,286

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of February, 1990
# Drop-in gas range data included in free-standing total for 1978 through 1984; thereafter drop-in gas range data included in built-in total.
Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories

4/6/90

MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
March, 1990

	MARCH			CALENDAR YEAR TO DATE		
	1990	1989	% Change	1990	1989	% Change
ALL MAJOR APPLIANCES**	4,477.3	4,557.7	-1.8%	12,042.4	12,602.8	-4.4%
COOKING - TOTAL	1,208.8	1,286.6	-6.0%	3,487.1	3,947.0	-11.7%
ELECTRIC RANGES - TOTAL	266.5	272.0	-2.0%	724.6	740.3	-2.1%
Free Standing	209.8	213.7	-1.8%	561.5	580.5	-3.3%
Built-In	56.8	58.2	-2.4%	163.2	159.8	2.1%
GAS RANGES - TOTAL	191.5	193.5	-1.0%	537.6	506.7	6.1%
Free Standing	180.7	182.8	-1.1%	507.9	478.9	6.1%
Built-In	10.8	10.6	1.9%	29.7	27.8	6.8%
MICROWAVE OVENS/RANGES***	764.1	836.1	-8.6%	2,261.6	2,742.6	-17.5%
HOME LAUNDRY - TOTAL	919.3	920.4	-0.1%	2,813.9	2,809.1	0.2%
AUTOMATIC WASHERS	549.8	537.4	2.3%	1,640.1	1,599.3	2.6%
DRYERS - TOTAL	369.5	383.0	-3.5%	1,173.8	1,209.8	-3.0%
Electric	288.6	296.6	-2.7%	903.8	937.6	-3.6%
Gas	80.8	86.4	-6.5%	270.0	272.2	-0.8%
KITCHEN CLEAN UP - TOTAL	723.9	754.5	-4.1%	2,060.1	2,179.5	-5.5%
DISPOSERS	394.3	413.6	-4.7%	1,115.2	1,185.1	-5.9%
DISHWASHERS - TOTAL	312.7	322.0	-2.9%	892.4	938.1	-4.9%
Built-In	297.4	304.8	-2.4%	838.9	878.6	-4.5%
Portable	15.3	17.3	-11.6%	53.5	59.5	-10.1%
COMPACTORS	16.9	18.9	-10.6%	52.5	56.3	-6.7%
FOOD PRESERVATION - TOTAL	690.6	645.6	7.0%	1,827.3	1,744.4	4.8%
REFRIGERATORS	602.1	560.8	7.4%	1,558.9	1,483.2	5.1%
FREEZERS - TOTAL	88.5	84.8	4.4%	268.4	261.1	2.8%
Chest	47.1	48.0	-1.9%	139.6	141.7	-1.5%
Upright	41.4	36.8	12.5%	128.9	119.5	7.9%
HOME COMFORT - TOTAL	934.7	950.6	-1.7%	1,854.0	1,922.8	-3.6%
ROOM AIR CONDITIONERS	822.2	850.4	-3.3%	1,636.1	1,753.5	-6.7%
DEHUMIDIFIERS	112.5	100.2	12.3%	217.9	169.3	28.7%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.